

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 00522 121544Z

ACTION EB-07

INFO OCT-01 AF-08 ARA-10 EUR-12 ISO-00 SSO-00 NSCE-00

USIE-00 INRE-00 CIAE-00 DODE-00 PM-04 H-02 INR-07

L-03 NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 STR-04

XMB-04 OPIC-06 COME-00 AGRE-00 IO-13 /106 W

-----121547Z 019038 /43

O R 121534Z JAN 77

FM AMEMBASSY LONDON

TO SECSTATE WASHDC IMMEDIATE 9386

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

AMEMBASSY BOGOTA

AMEMBASSY ABIDJAN

UNCLAS LONDON 00522

E.O. 11652: N/A

TAGS: ETRD, EAGR

SUBJECT: COFFEE PRICES

REFERENCE: STATE 4789

1. CURRENT RETAIL COFFEE PRICES QUOTED BY TWO MAJOR  
SUPERMARKET CHAINS (SAINSBURY'S AND TESCO'S) ARE AS  
FOLLOWS:

A) FROM SAINSBURY'S:

REGULAR ROASTED -

SAINSBURY'S BRAND, LEAST EXPENSIVE: \$2.61/LB.

SAINSBURY'S BRAND, MOST EXPENSIVE: \$2.85/LB.

OTHER BRAND, SPECIAL BLEND "BLUE DANUBE": \$3.06/LB.

INSTANT -

SAINSBURY'S BRAND, LEAST EXPENSIVE: \$4.30/B .

NESCAFE, GOLD BLEND, MOST EXPENSIVE: \$5.84/LB.

B) FROM TESCO'S:

MAXWELL HOUSE/NESCAFE (1 1/2 LB. SIZE): \$4.70/LB.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 00522 121544Z

MAXWELL HOUSE/NESCAFE (2 OZ. SIZE): \$5.12/LB.

MAXWELL HOUSE/NESCAFE (4 OZ. SIZE): \$4.80/LB.

MAXWELL HOUSE/NESCAFE (8 OZ. SIZE): \$4.74/LB.

NESCAFE GOLD BLEND (4 OZ. SIZE): \$6.20/LB.

TESCO'S BRAND (2 OZ. SIZE): \$5.12/LB.

TESCO'S BRAND (4 OZ. SIZE): \$4.48/LB.

TESCO'S BRAND (8 OZ. SIZE): \$4.36/LB.

2. NOTES:

A) FOR ALL BRANDS BUT TESCO'S, PACKAGING FOR INSTANT IS IN GLASS JARS; PACKETS ARE SLIGHTLY LESS EXPENSIVE.

B) MOST COFFEE SOLD IN THE U.K. IS IN SOLUBLE FORM - TESCO'S, FOR EXAMPLE, DOES NOT SELL REGULAR ROASTED.

C) PRICES ARE RETAIL SHELF PRICES AS OF JANUARY 11, 1977, QUOTED BY STORE MANAGERS.

D) RATE OF EXCHANGE USED FOR CALCULATIONS WAS ONE POUND STERLING EQUALS ONE DOLLAR AND SEVENTY TWO CENTS.

E) PRICES OF COFFEE IN SOME GOURMET OR SPECIALTY STORES ARE OFTEN HIGHER (E.G. REGULAR ROASTED COFFEE AT FORTNUM & MASON: \$3.61/LB.).

3. TRADE DATA WILL FOLLOW.

ARMSTRONG

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** COFFEE, RETAIL PRICE INDEXES, PRICE DATA  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 12-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977LONDON00522  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770011-1250  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770159/aaaabzwc.tel  
**Line Count:** 79  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 275c70da-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 4789  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 15-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3616596  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COFFEE PRICES  
**TAGS:** ETRD, EAGR, EFIN, EPAP, UK  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/275c70da-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009